

Abstract

The invention relates to a solution for communication of inter-
 active media, wherein a central control unit (100) broadcasts a
 composite signal (S(C, D) including a TV-signal component (C)
 5 and an associated data signal component (D), which pertains to
 entities represented by the TV-signal component (C), such as
 products and/or services. The composite signal (S(C, D) is
 transmitted from a transmission resource (130), via a primary
 signal distribution medium (140, 150), to at least one subscriber
 10 receiver (111a, 112a, 113a), which each is associated with at
 least one user. A database (110), connected to the central
 control unit (100), contains user-specific authorization data
 pertaining to each of at least one user of the system, such that
 the users may effect purchases by specifying relevant authori-
 15 zation data to the central control unit (100). A supplementary
 signal distribution medium (160) is arranged to transmit order
 messages (msg_o) to the central control unit (100), which are
 generated in the subscriber receivers (111a) on basis of
 corresponding ordering instructions from the users and relate to
 20 entities (E) that are represented by the TV-signal component
 (C). Order confirmation messages (cf₁) generated by the central
 control unit (100) in response to the order messages (msg_o) are
 also transmitted over the supplementary signal distribution
 medium (160), however in the opposite direction. A communi-
 25 cation unit (111b) is associated with each user, and is adapted
 to receive the order confirmation messages (cf₁) and based
 thereon present corresponding order confirmation information to
 the user, receive a user confirmation input containing the user-
 specific data for the user, produce re-confirmation messages
 30 (cf₂) based on the order confirmation messages (cf₁) and the
 user confirmation input, and transmit the re-confirmation
 message (cf₂) to the central control unit (100).

(Fig. 1)